

***WTR 1000 – The World’s Leading Trademark Professionals 2023***

**Submission guidelines**

Submissions play a vital role in the *WTR 1000* research process, providing our team with valuable insight into your firm’s trademark practice. We are keen to learn, in as much detail as possible, about the clients that your firm is working with and the nature of the assignments undertaken by your practitioners.

The emphasis of our research and rankings falls upon both firm-wide and individual practices; as we are ranking firms and individuals, we are seeking specific information on both.

We appreciate the opportunity to approach referees who can give us first-hand feedback on the quality of your professionals’ recent work and practices. A [spreadsheet](https://lbrcontent.affino.com/AcuCustom/Sitename/DAM/012/WTR_1000_2023_Client_contact_sheet.xls) and [alternative referee survey link](https://contentresearch.azurewebsites.net/datacapture/dataentry/XRJ2ADS3ESSJ9L8U) are available to provide client contacts.

**Confidentiality: Please clearly identify any confidential information which we cannot disclose by highlighting it in yellow.**

There is no cost associated with participation in this research.   
  
**The deadline for submissions is Monday April 11 2022. We prefer submissions to be completed using our online submission form but we will still accept those provided in Microsoft Word format. Forms in Word should be returned by email to** [**nicholas.richardson@lbresearch.com**](mailto:nicholas.richardson@lbresearch.com)**.**

Please let us know if you have any questions.

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Section A: General Practice Details

|  |  |
| --- | --- |
| 1. Firm name |  |
| 1. Jurisdiction of submitting office |  |
| 1. Head(s) of department |  |
| 1. List of leading individuals involved in practice, indicating their position within the firm and office location | |  |  |  | | --- | --- | --- | | Name | Position | Office Location (city) | |  |  |  | |
| 1. Total number of individuals engaged in trademark practice in the jurisdiction being submitted for | |  |  | | --- | --- | | Partners |  | | Other fee earners |  | |
| 1. Appropriate marketing contact, with contact details |  |

Section B: Practice Description

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| --- | --- |
| 1. Firm profile: please outline the strengths and qualities of the firm’s trademark practice |  |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Sector specialisation: please indicate the approximate percentage of the firm’s trademark practice as it relates to the following sectors: | |  |  | | --- | --- | | Consumer goods |  | | Fashion and luxury |  | | Food and beverage |  | | Internet and online |  | | Life sciences |  | | Retail |  | | Technology |  | | Sports, entertainment and media |  | | Vehicles and transport |  | | Other – please specify |  | |

|  |  |
| --- | --- |
| 1. Individual profiles – leading practitioners: please outline the strengths, qualities and specialisations of your leading trademark professionals   For each individual, please indicate, where relevant, any sector specialisation, giving a top three in order of practice emphasis using the list of sectors in (2) |  |

|  |  |
| --- | --- |
| 1. Individual profiles – future leaders: please outline the strengths, qualities and specialisations of your up-and-coming trademark professionals |  |

|  |  |
| --- | --- |
| 1. Recent developments at the firm: areas of practice progression and expansion, technology and service innovations, new hires, promotions etc |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1. Diversity    1. Please provide gender balance statistics for the entire trademark team (including all associates, (of) counsel, and all partners). | |  |  |  |  | | --- | --- | --- | --- | |  | **Number identifying as male** | **Number identifying as female** | **Number identifying as non-binary/other** | | Partner |  |  |  | | (Of) counsel |  |  |  | | Associate |  |  |  | |
| * 1. Please describe your firm’s diversity and inclusion initiatives |  |

Section C: Practice statistics

|  |  |
| --- | --- |
| Statistics: please provide the following statistical data for the period **from January 1 2021 to December 31 2021** |  |
| Number of national/EU trademark applications filed |  |
| Number of international trademark applications filed (please count a filing as singular and not the number of designated jurisdictions included in the application) |  |
| Number of active opposition and other administrative proceedings |  |
| Number of active trademark litigations |  |
| Number of active trademark clients |  |
| Number of new trademark clients |  |

Section D: Feedback on rankings

|  |  |
| --- | --- |
| Feedback:  If your firm is ranked in the current edition of the *WTR 1000*, what changes (promotions, additional individuals etc) would you encourage us to consider for the next edition and why?  If your firm and individuals are not currently ranked, please tell us why you feel the firm and individuals should be ranked in the next edition? |  |

**Section E: Work highlights**

Relevant timeframe: **from January 1 2021 to December 31 2021**

Please copy and paste to create the requisite number of boxes (we suggest up to 10 per practice area).

**Work highlights: prosecution and strategy**

|  |  |
| --- | --- |
| Client name |  |
| Type of work |  |
| Details of matter and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: enforcement and litigation**

|  |  |
| --- | --- |
| Client name |  |
| Opposing client name |  |
| Opposing client counsel | Firm:  Individual(s): |
| Title of case |  |
| Details of case and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

**Work highlights: licensing and transactions**

|  |  |
| --- | --- |
| Client name |  |
| Opposing client name |  |
| Opposing client counsel | Firm:  Individual(s): |
| Type of deal |  |
| Details of deal and your firm’s role in it |  |
| Individuals involved |  |
| Industry sector / technology |  |
| Disclosable: yes/no  *Even if a matter is marked as non-disclosable, please still ensure all strictly confidential information is clearly marked in each text box* |  |

Section F: Recommendations

All recommendations are provided anonymously.

***Other firms***

The *WTR 1000* seeks to identify all leaders in trademark practice. Please tell us which other firms in your jurisdiction you consider to have strong trademark practices and why. If possible, please avoid reusing comments from previous submissions.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Firm name | Key individuals | How would you describe the qualities or attributes of this firm and its individuals? |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| Add more rows as necessary |  |  |  |

***Foreign counsel***

The *WTR 1000* seeks to identify the leaders in trademark practice worldwide. Please tell us which firms and individuals you would recommend in other jurisdictions and why.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Firm name | Key individuals | Country | How would you describe the qualities or attributes of this firm and its individuals? |
| 1 |  |  |  |  |
| 2 |  |  |  |  |
| 3 |  |  |  |  |
| 4 |  |  |  |  |
| 5 |  |  |  |  |
| Add more rows as necessary |  |  |  |  |

***Non-legal trademark service providers***

The *WTR 1000* seeks to identify the leading non-legal trademark service providers. Please tell us which suppliers you would recommend and why.

|  |  |  |
| --- | --- | --- |
| Service area | Preferred supplier | Why would you recommend this supplier? |
| Trademark management software |  |  |
| Renewals and recordals |  |  |
| Searching and watching |  |  |
| Online brand enforcement |  |  |

Section G: Client references

* We speak to referees to learn more about the specific strengths and character of the firm’s practice.
* Referees are typically clients of the firm (ie, in-house counsel). They may also include foreign associates and anyone else well positioned to comment on the firm’s work.
* Please include only referees with whom you have worked on trademark-related matters.

You may either:

1. Upload your referees using our Excel reference template, which can be downloaded [here](https://lbrcontent.affino.com/AcuCustom/Sitename/DAM/012/WTR_1000_2023_Client_contact_sheet.xls) (recommended for firms with larger numbers of referees
2. Input referees using the client referees form [here](https://contentresearch.azurewebsites.net/datacapture/dataentry/XRJ2ADS3ESSJ9L8U) (recommended for firms with small numbers of referees)